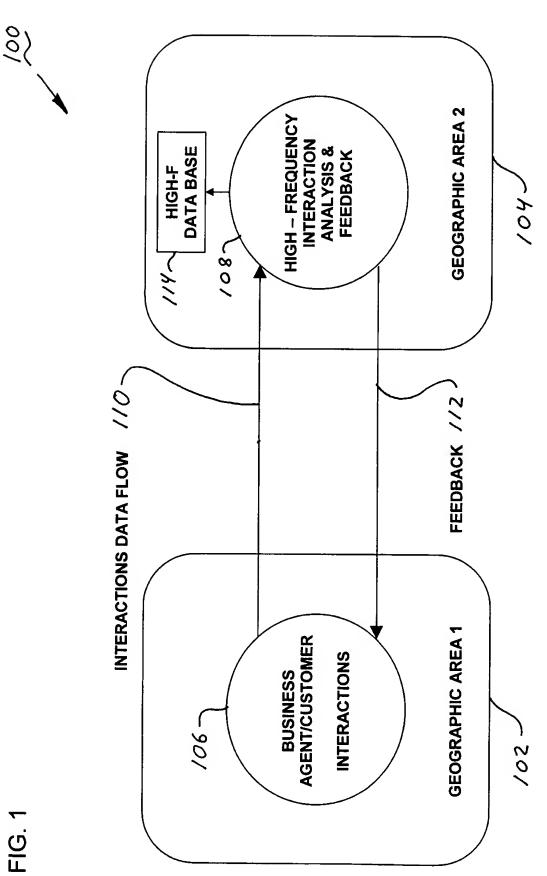
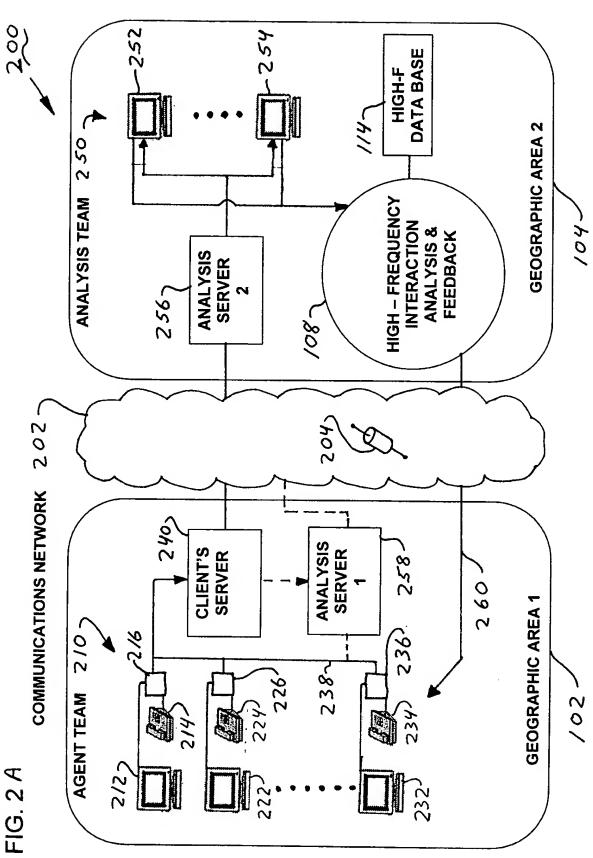
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FIG. 2B

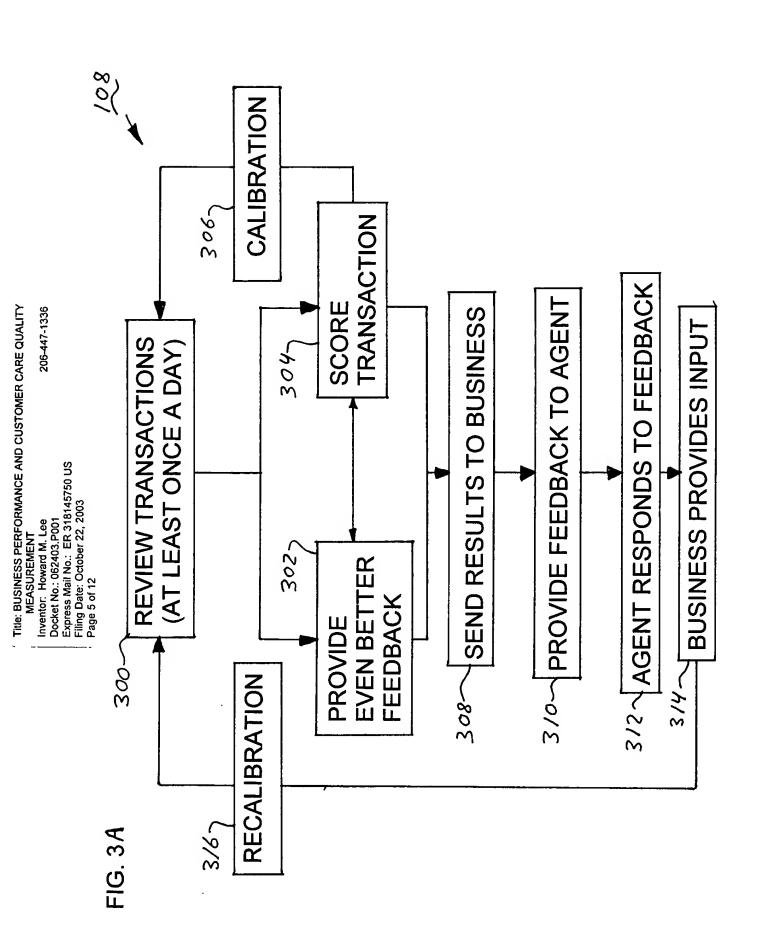
~260a

	~ 260	4
262 SCORING PARAMETERS		
Moving forward all the UK RMA's will be ship fulfillment center in FranceMoving forward		Ì
Customer Service Competencies		264
Call Opening		
Used Proper Greeting.	Score:	-266
Asked for Transaction ID.	Score:	268
Verified the Customer's Information.	Score:	
Comments:		270
Customer Service Skills (Accent and Voice)		272
 Used good grammar, avoids slang or jargon. 		72 12
 Rate of Speech mirrored that of customer. 		
Hold courtesies were followed.	Score:	
Sounded confident, friendly, and polite.		
Set customer's expectations, used empathy if		
necessary escalated to a supervisor if necessary	Score:	
Comments:		
Call Closing —		- 24
Offered additional products.	Score:	280
 Used proper closing script. 	Score:	
Comments:		
		1
Knowledge, Accuracy and Resolution ——		282
 Demonstrate knowledge of the product process. 	Score:	
Credit card authorization process followed.	Score:	
Offered alternate products; add on sales.	Score:	
Accurate and concise information was given to		
the customer.	Score:	

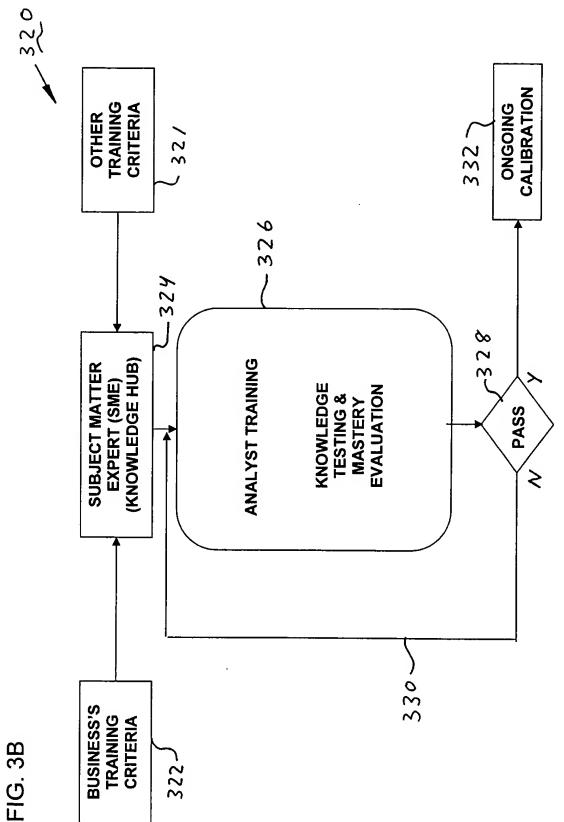
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FIG. 2C

<u></u>	~ 260b	_
Call Management Controlled call pace efficiently and length of call was appropriate to request. Controlled call tone and length. Comments:	Score:	
Identified sales opportunities. Suggested alternate compatible and dusts in	Score:	286
Suggested alternate compatible products in exchange for return. Comments:	Score:	
Comments Summary:		-Z 88
Even better tips:		-29 <i>0</i>



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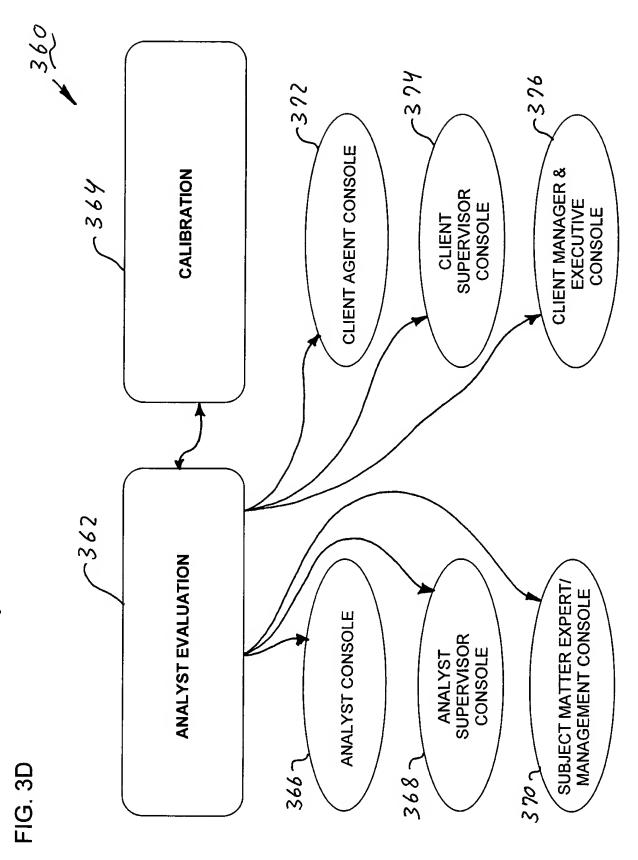
Title: BUSINESS PERFORMANCE AND CUSTOMER CARE QUALITY MEASUREMENT

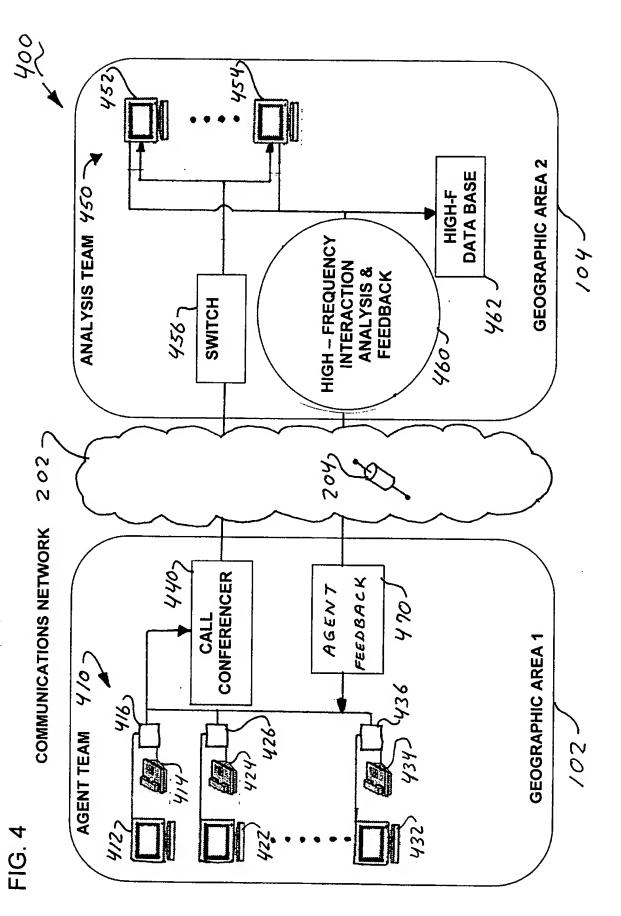
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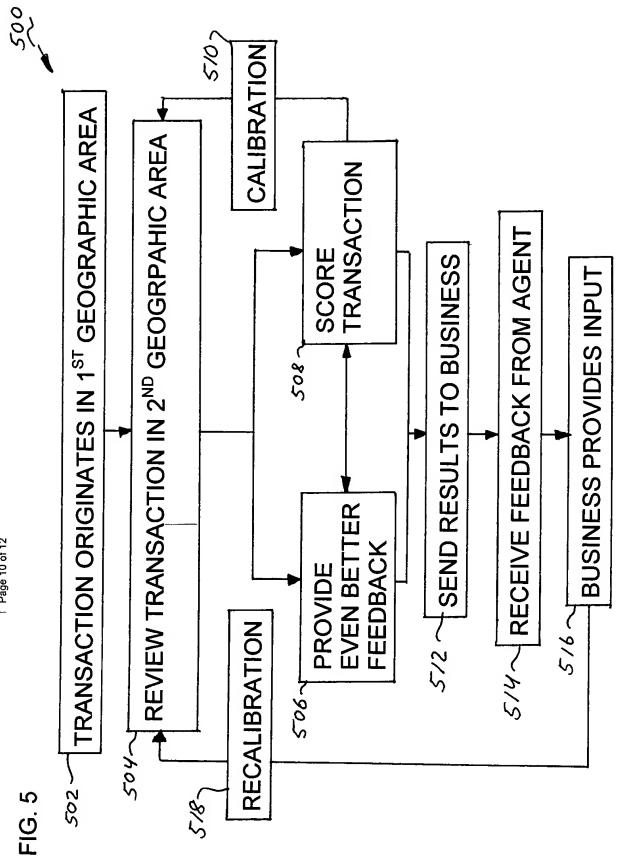
358 338 **Transaction** Transaction Transaction **Transaction** Monitoring Monitoring Monitoring Monitoring QUALITY AUDIT 20% 10% 2% 2% ı Transaction/ Transaction/ Transaction/ -356 Transaction/ Agent/ **Agent/** Agent/ Week Week Week Agent/ ATS Day CALIBRATION -354 INTERNAL 3 Hours Weekly 2 Hours 2 Hours Weekly Weekly 1 Hour Daily ļ **CALIBRATION** -352 Weekly 3 Hours CLIENT 1 Hour Weekly 2 Hours 2 Hours Weekly Daily I -350 ANALYST TRAINING **WEEK 2 WEEK 3** Ongoing **WEEK 1** (2 Weeks) FIG. 3C 3467 3427

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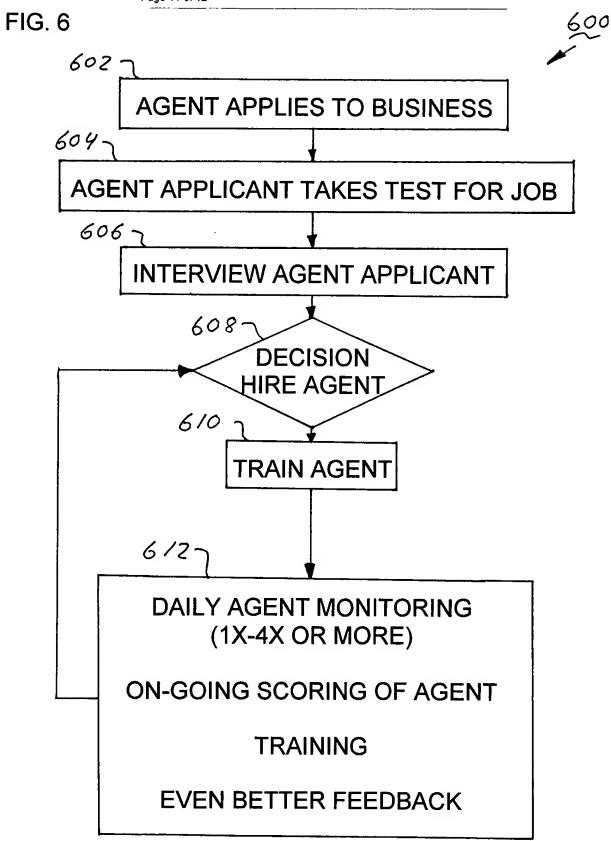
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700 % CHANGE ± 10% 10% 10% 21% 7087 **PERFORMANCE** 7067 ENHANCED \$150.04 8.8% 5.46 \$28 62 AGENT **PERFORMANCE** 7047 \$124.00 8.0% 4.96 \$25 **EXISTING** 62 **AGENT UP-SELL RATE** Avg UP-SELL \$ # of UP-SELLS 7027 **PER AGENT CALLS PER** REVENUE ACTIVITY UP-SELL DAY FIG. 7

REVENUE IMPROVEMENT = \$26.04

MARGIN IMPROVEMENT (50%) = \$13.02 $\sim 7/2$

AVERAGE ANALYST COST PER DAY = \$1.50 ~ 7/4

ROI (PER DAY) ((\$13.02-\$1.50)/\$1.50)X100 = 768% ~ 7/6